



ORLANDO, FLORIDA

PREPARED FOR



Grace Knodt

TABLE OF CONTENTS

SCOPE	3
MARKET PERFORMANCE	5
• MARKET NIGHTLY RATE	8
• MARKET OCCUPANCY	9
• MARKET REVENUE	12
• NEIGHBORHOODS	14
• MARKET GRADES	15
DEVELOPMENT SITE	16
PROPERTY REVIEW	18
• COCONUT	18
• LYCHEE	20
• MANGO	22
• ASHER	24
• REED	26
• SAMAN	27
• EARTHSHIP	28
• EARTHSHIP II	29
• BUNGALOWS	30
RECOMMENDATIONS	32
RECREATION VACATION RENTALS	33



SCOPE

PROVIDE PRICING, OCCUPANCY AND MARKET INSIGHTS FOR WORTHYDOMES PROPERTIES AS POTENTIAL VACATION RENTALS IN ORLANDO, FL.

PROJECT OUTLINE

- ACQUIRE ACCESS TO VACATION RENTAL MARKET DATA FOR ORLANDO, FL, THROUGH AIRDNA.
- COMPARE THE COCONUT, LYCHEE, MANGO, ASHER, REED, SAMAN, EARTHSHIP, EARTHSHIP II & BUNGALOW TO CURRENT VACATION RENTAL MARKET PERFORMANCE IN ORLANDO, FL AND DETERMINE LIKELY PROPERTY PERFORMANCE OF EACH AS VACATION RENTALS.

CONSIDERATIONS

- WHEN ANALYZING A PROPERTY ON AIRDNA, SEVERAL FACTORS CANNOT BE ACCOUNTED FOR THAT WILL AFFECT THE RATE THAT YOU CAN EXPECT, INCLUDING THE AMENITIES THAT YOUR PROPERTY HAS OR DOESN'T HAVE. IT STRICTLY LOOKS AT NUMBER OF BEDROOMS, BATHROOMS, GUESTS THAT CAN BE ACCOMMODATED AND IF IT'S A PRIVATE OR SHARED PROPERTY. THIS IS WHY LOOKING AT THE RANGE IN THE MARKET AND THE PROPERTIES AROUND YOUR LISTING IS IMPORTANT.
- WHEN FIRST LISTING A PROPERTY ON AIRBNB, IT IS OFTEN ADVISABLE TO LOWER YOUR RATE TO DRIVE BUSINESS IN ORDER TO GET (GREAT) REVIEWS. ONCE YOU AMASS 4 TO 5, 5-STAR REVIEWS YOU CAN THEN RAISE YOUR RATES.
- THE NUMBER OF GUESTS THAT EACH UNIT CAN ACCOMMODATE CAN MARGINALLY AFFECT THE RATE THAT YOU CAN CHARGE.
- POSITIVE REVIEWS ARE THE NUMBER ONE FACTOR IN AIRBNB LISTING SUCCESS. BOTH THE NUMBER OF REVIEWS AND THEIR RATING GREATLY IMPACTS HOW THE PROPERTY IS PERCEIVED BY GUESTS AND HOW WELL THE LISTING RANKS WHEN PEOPLE SEARCH FOR PLACES TO STAY.
- A CLOSE SECOND IS THE QUALITY OF THE LISTING – PROFESSIONAL PHOTOS, WELL-STAGED UNITS AND WELL WRITTEN PROPERTY DESCRIPTIONS WILL GENERATE BETTER OVERALL PERFORMANCE.
- AIRBNB CLEANING FEES (PAID BY THE GUEST) IN ORLANDO RANGE FROM \$75 - \$400/STAY



SCOPE

VACATION RENTAL BOOKING SITE COMMISSIONS

THERE ARE TWO WAYS TO SELL VACATION RENTAL BOOKINGS. USING AIRBNB / VRBO AND SELLING DIRECT TO THE GUEST THROUGH YOUR OWN WEBSITE. BOTH CAN BE DONE ON YOUR OWN OR YOU CAN HIRE A PROPERTY MANAGEMENT COMPANY TO HANDLE IT ALL.

AIRBNB

AIRBNB HAS ONE FEE MODEL

1. HOST ONLY PAID FEE OF 15% OF THE BOOKING TOTAL. THIS IS CHARGED REGARDLESS OF WHETHER YOU SELF-MANAGE OR HIRE A MANAGEMENT COMPANY

VRBO

VRBO HAS ONE FEE MODEL

1. HOST PAYS 5% OF THE BOOKING TOTAL PLUS A 3% PAYMENT PROCESSING FEE
2. GUESTS ARE CHARGED 4% - 9% OF THE BOOKING TOTAL

SELF-MANAGED

WHILE THERE ARE SOME COSTS ASSOCIATED WITH ADMINISTERING YOUR OWN SITE, INCLUDING A BACK-END PROPERTY MANAGEMENT SYSTEM TO MANAGE RESERVATIONS AND BOOKING CHANNELS, THIS IS THE MORE PROFITABLE OPTION.

MOST PROPERTY MANAGEMENT SYSTEMS CHARGE ON A PER-PROPERTY BASIS, AVERAGING \$79/MONTH FOR THE FIRST 4 PROPERTIES THEN INSTITUTING A SLIDING SCALE AS THE NUMBER OF PROPERTIES INCREASES.

PROPERTY MANAGEMENT COMPANY

MOST VACATION RENTAL PROPERTY MANAGEMENT COMPANIES CHARGE BETWEEN 25% - 35% PER BOOKING FOR THEIR SERVICES, BUT THIS IS FULLY TURNKEY FOR THE OWNER. THE MANAGER HANDLES EVERYTHING RELATED TO RUNNING THE PROPERTY.



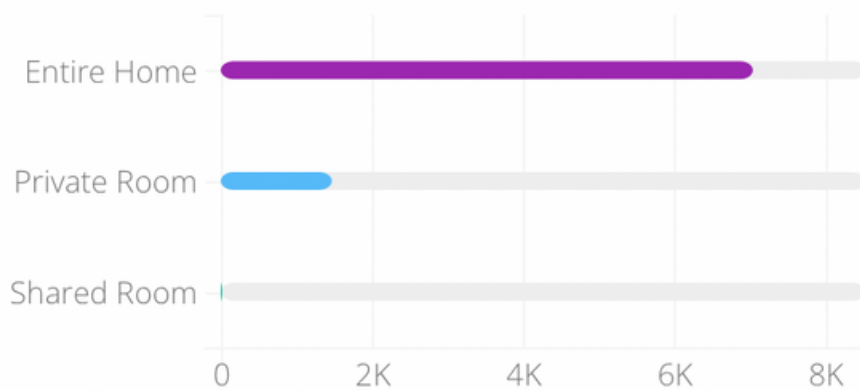
MARKET PERFORMANCE

THERE ARE 8,532 ACTIVE VACATION RENTALS IN ORLANDO, FL. THE MAJORITY (83%) ARE ENTIRE HOME RENTALS WITH ONLY 17% AS PRIVATE ROOMS IN SHARED RESIDENCES.

8,532 Active Rentals (i)

Rental Type

82% Entire Home rentals



MARKET PERFORMANCE

THE MAJORITY OF VACATION RENTAL PROPERTIES IN ORLANDO, FL. ARE 1 OR 2 BEDROOM AND THE AVERAGE NUMBER OF GUESTS PER BOOKING IS 6.7, TELLING US THAT THIS MARKET LEANS MORE TOWARD FAMILY OR SMALL GROUP BOOKINGS.

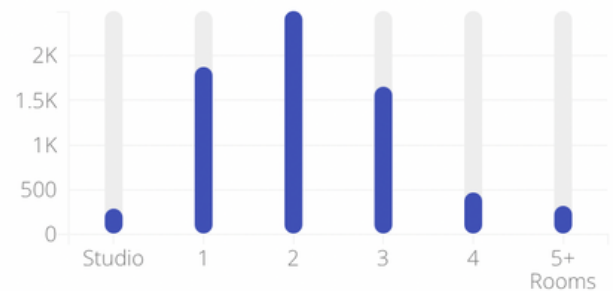
THE MAIN BOOKING CHANNELS USED FOR LISTING PROPERTIES IS HEAVILY WEIGHTED TOWARDS AIRBNB (58%) WHILE ONLY 18% OF ALL LISTINGS ARE USING BOTH AIRBNB AND VRBO TO BOOK GUESTS.

THE TOP 5 MOST COMMON IN-HOME AMENITIES IN THE MARKET ARE:

1. AIR CONDITIONING / HEATING
2. INTERNET
3. KITCHEN
4. PARKING
5. WASHER / DRYER

RENTALS IN THE MARKET SHOULD AIM TO HAVE THESE AMENITIES IN THEIR PROPERTY.

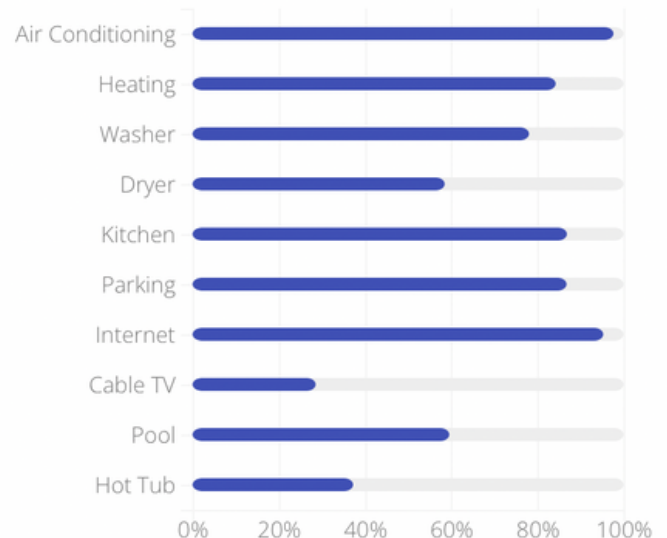
Rental Size 2.2 Bedrooms / 6.7 Guests on average



Rental Channel



Amenities

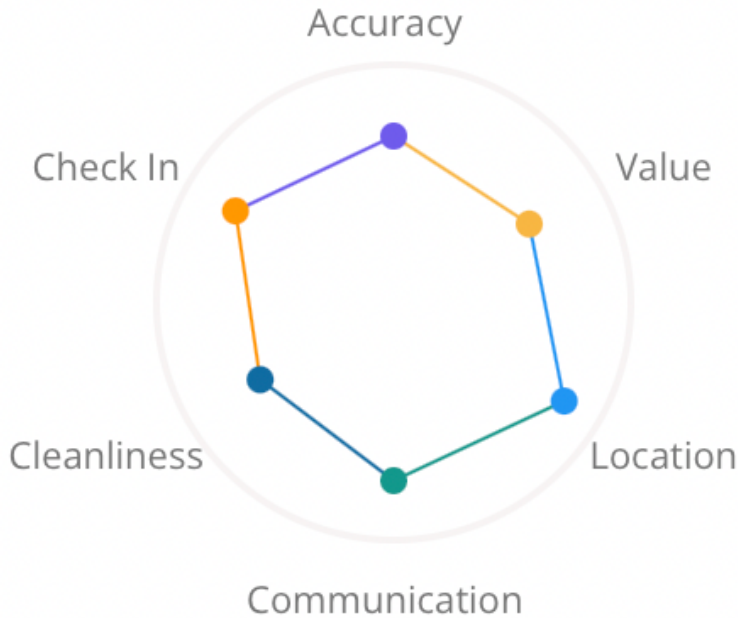


MARKET PERFORMANCE

OVERALL CUSTOMER RATINGS FOR VACATION RENTALS IN ORLANDO, FL.

GREAT REVIEWS ARE CRITICAL TO THE SUCCESS OF ANY VACATION RENTAL BUSINESS. WE CAN CLEARLY SEE THAT CHECK IN, COMMUNICATION, LOCATION AND LISTING ACCURACY ARE PERFORMING WELL IN THE MARKET WHILE THERE ARE AREAS TO EXCEL IN CLEANLINESS AND PERCEPTION OF VALUE.

Airbnb Ratings



Overall Rating:

4.41

Rated at Least 4.5

Overall:

68%

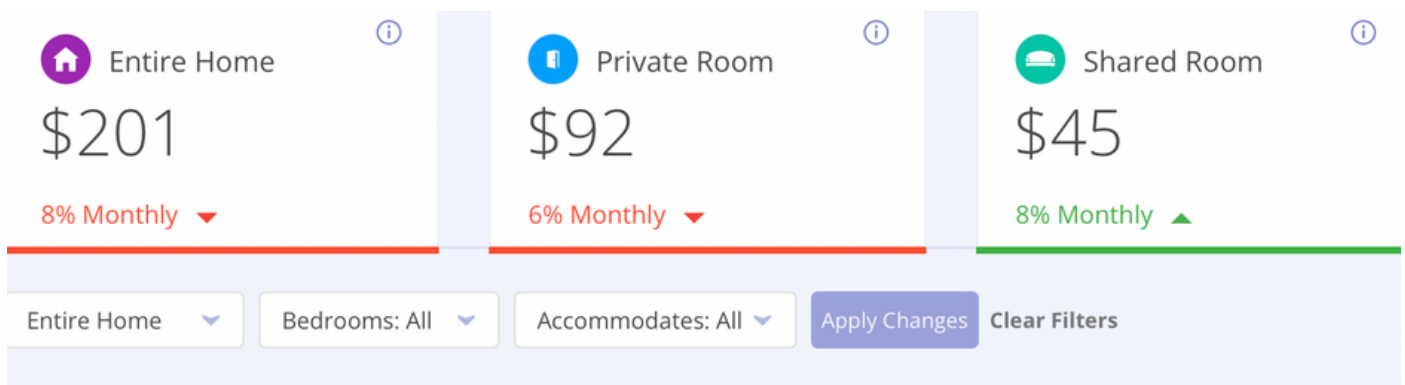


MARKET PERFORMANCE

ORLANDO NIGHTLY RATE PERFORMANCE

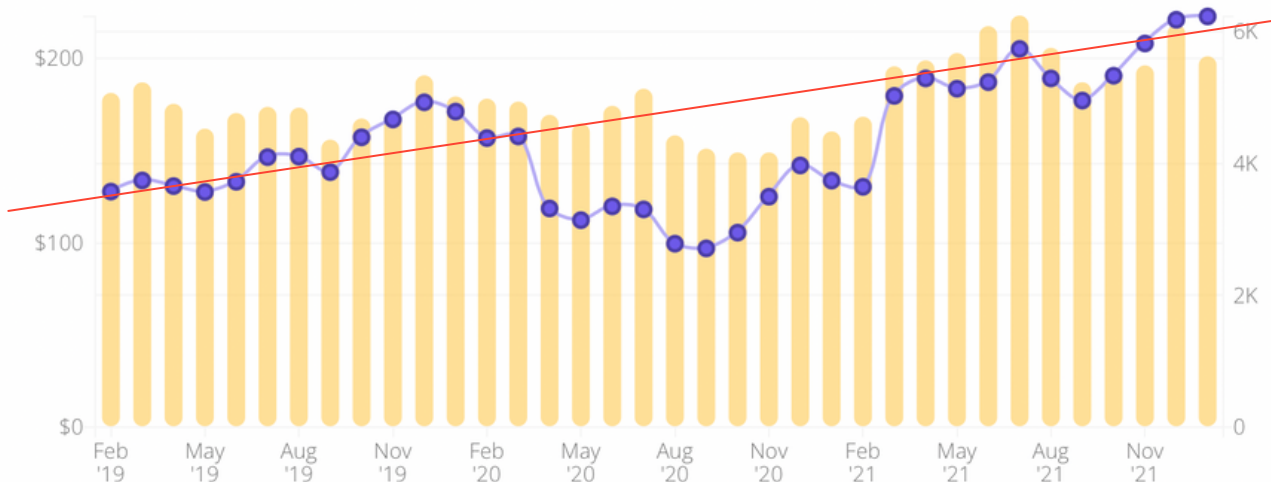
THESE CHARTS SHOW THE AVERAGE OVERALL RATE PERFORMANCE FOR THE MARKET BY MONTH (INCLUDING CLEANING FEES).

- THE FIRST THREE BOXES SHOW THE AVERAGE PERFORMANCE FOR THE PAST 30 DAYS.
- THE PURPLE LINE REPRESENTS THE NUMBER OF PROPERTIES BOOKED IN THE GIVEN MONTH.
- THE YELLOW BARS REPRESENT THE AVERAGE RATE IN THE GIVEN MONTH.
- WE CAN CLEARLY SEE AN UPTREND IN RATE SINCE FEB 2018 (RED LINE). SEASONAL VARIATIONS IN THE SUMMER AND WINTER MONTHS ARE LITTLE HARDER SPOT DUE TO COVID TRAVEL IMPACTS BUT THEY ARE STILL EVIDENT WHEN THE YEARS ARE LOOKED AT INDIVIDUALLY.



Average Daily Rate

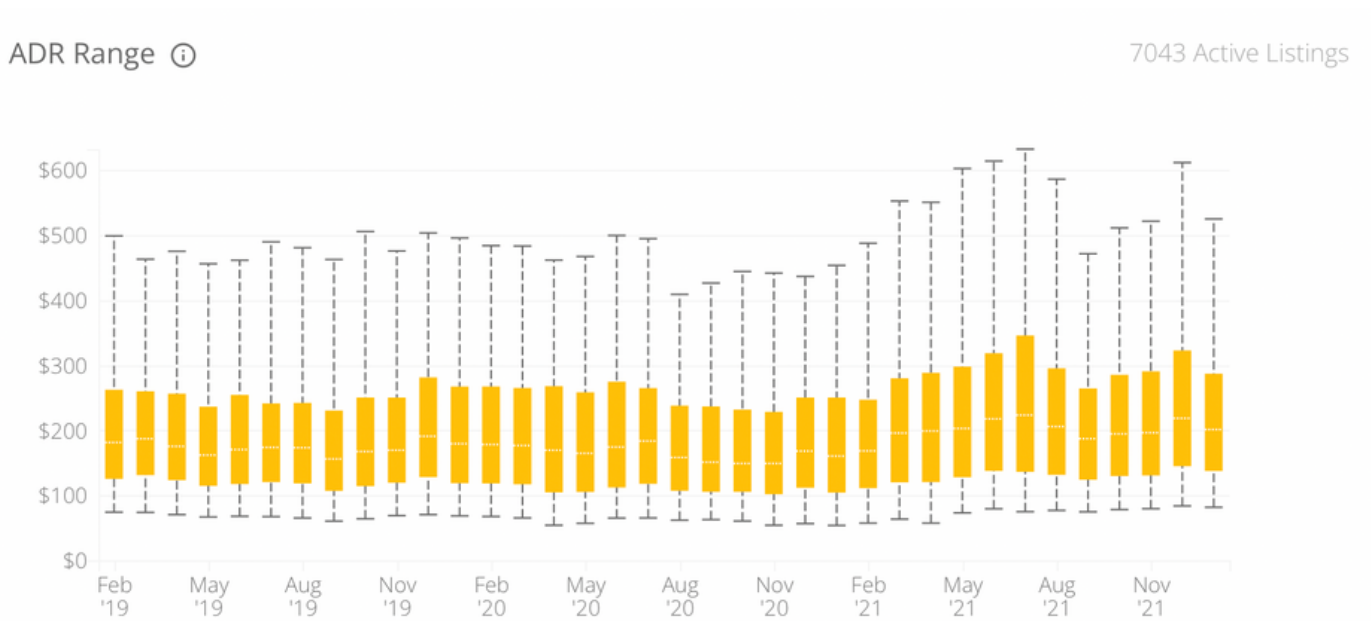
7043 Active Listings



MARKET PERFORMANCE

ORLANDO NIGHTLY RATE PERFORMANCE

THE SECOND CHART SHOWS THE RATE RANGE FOR THE GIVEN TIME PERIOD. THIS IS IMPORTANT INFORMATION TO KNOW SO YOU CAN DETERMINE THE UPPER LIMIT IN THE MARKET.

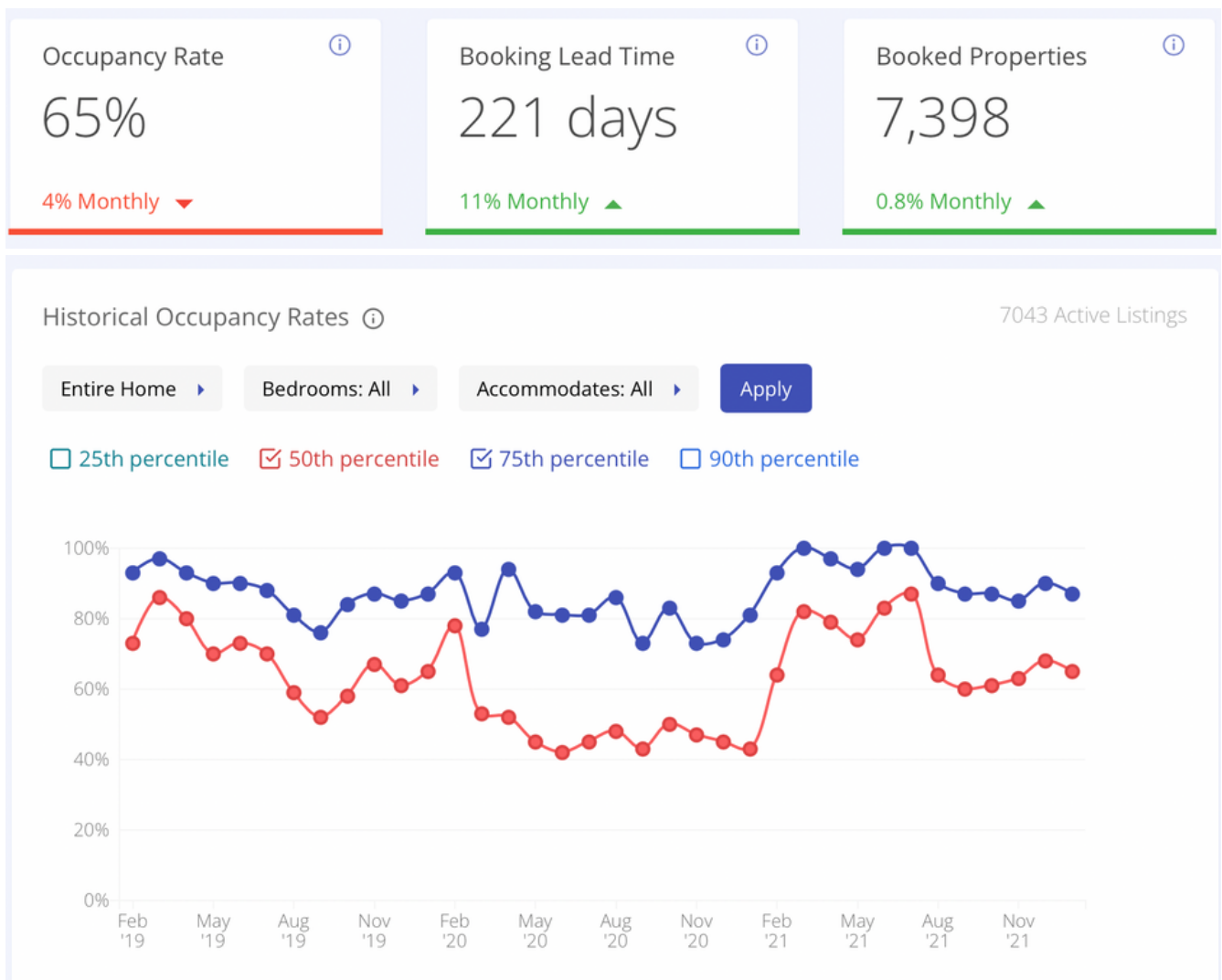


MARKET PERFORMANCE

ORLANDO OCCUPANCY PERFORMANCE

THESE CHARTS SHOW THE AVERAGE OVERALL OCCUPANCY PERFORMANCE FOR THE MARKET BY MONTH.

- THE FIRST THREE BOXES SHOW AVERAGE PERFORMANCE FOR THE PAST 30 DAYS.
- THIS FIRST CHART SHOWS THE HISTORICAL AVERAGE OCCUPANCY RATES ARE SUSCEPTIBLE TO SEASONALITY BUT THAT THIS IS PREDICTABLE INSPITE OF COVID'S IMPACT ON TRAVEL.



MARKET PERFORMANCE

ORLANDO OCCUPANCY PERFORMANCE

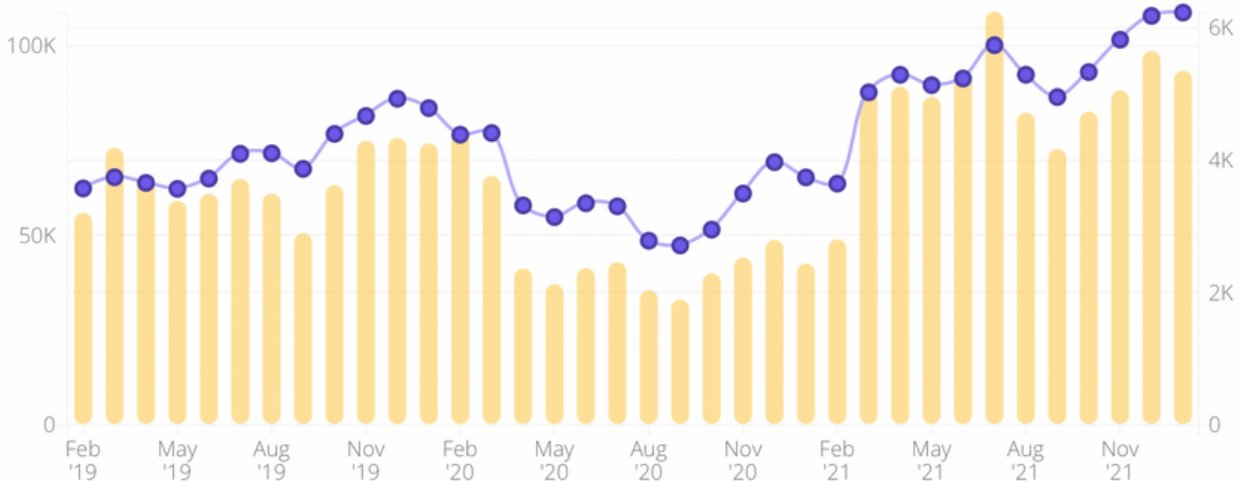
THIS CHART SHOWS DEMAND GROWTH IN THE MARKET.

- THE PURPLE LINE REPRESENTS BOOKED PROPERTIES IN THE GIVEN MONTH.
- THE YELLOW BARS REPRESENT THE NUMBER OF NIGHTS BOOKED IN A GIVEN MONTHS.
- THIS TELLS US THAT THE NUMBER OF VACATION RENTALS IN THE MARKET HAS GROWN OVER THE PAST 2 YEARS AND THAT THE NUMBER OF NIGHTS BOOKED HAS ALSO INCREASED.
- THIS TELLS US THAT THE MARKET CAN SUPPORT THE INCREASED SUPPLY OF AVAILABLE UNITS.

Demand Growth

7043 Active Listings

Entire Home ▶ Bedrooms: All ▶ Accommodates: All ▶ [Apply](#)

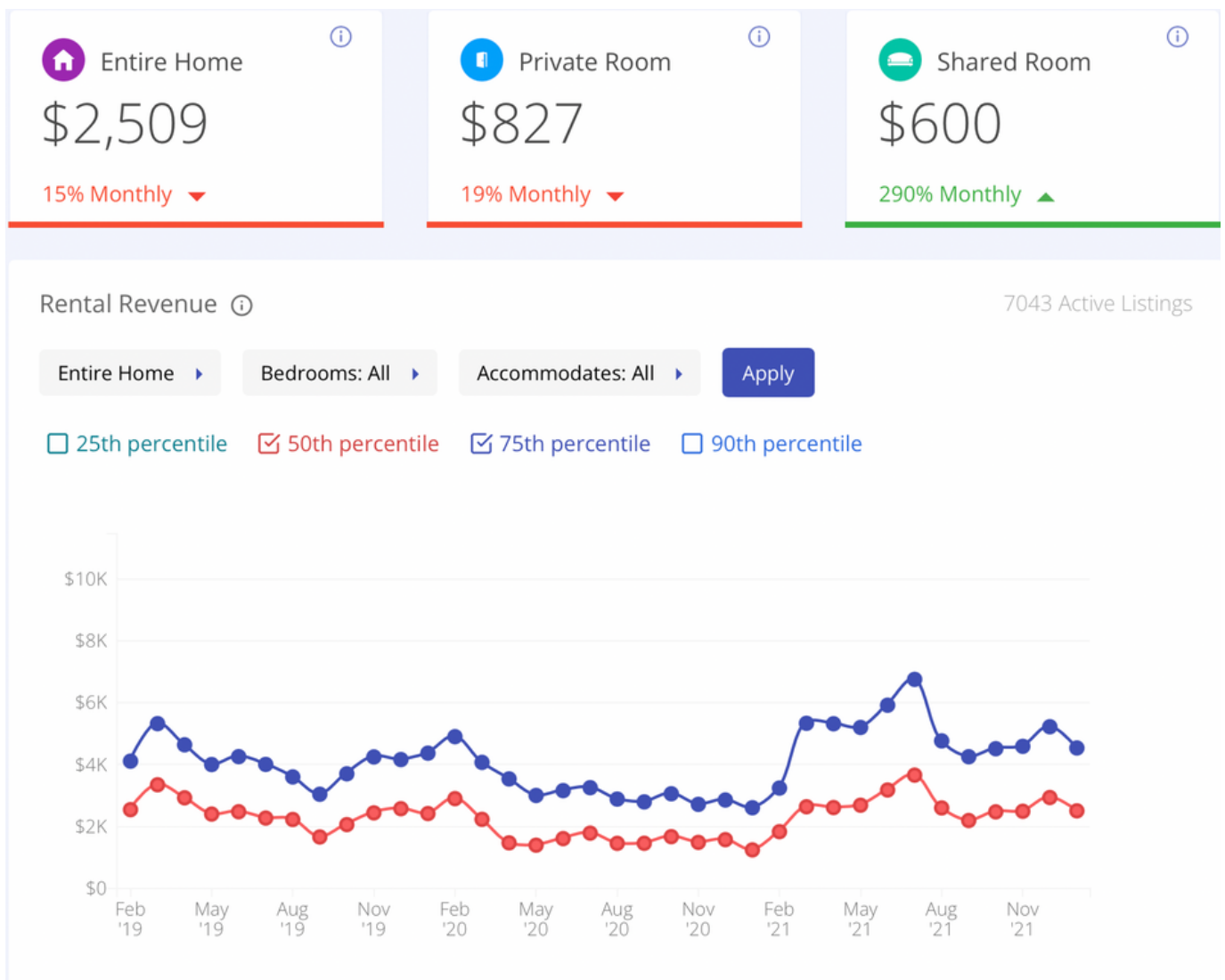


MARKET PERFORMANCE

ORLANDO REVENUE PERFORMANCE

THESE CHARTS SHOW THE OVERALL REVENUE PERFORMANCE FOR THE MARKET BY MONTH.

- THE FIRST THREE BOXES SHOW AVERAGE PERFORMANCE FOR THE PAST 30 DAYS.
- THIS CHART SHOWS THAT AVERAGE RENTAL REVENUE PERFORMANCE HAS STAYED EFFECTIVELY FLAT OVER THE PAST TWO YEARS WITH SEASON SPIKES IN THE SUMMER IN 2019 & 2021.



MARKET PERFORMANCE

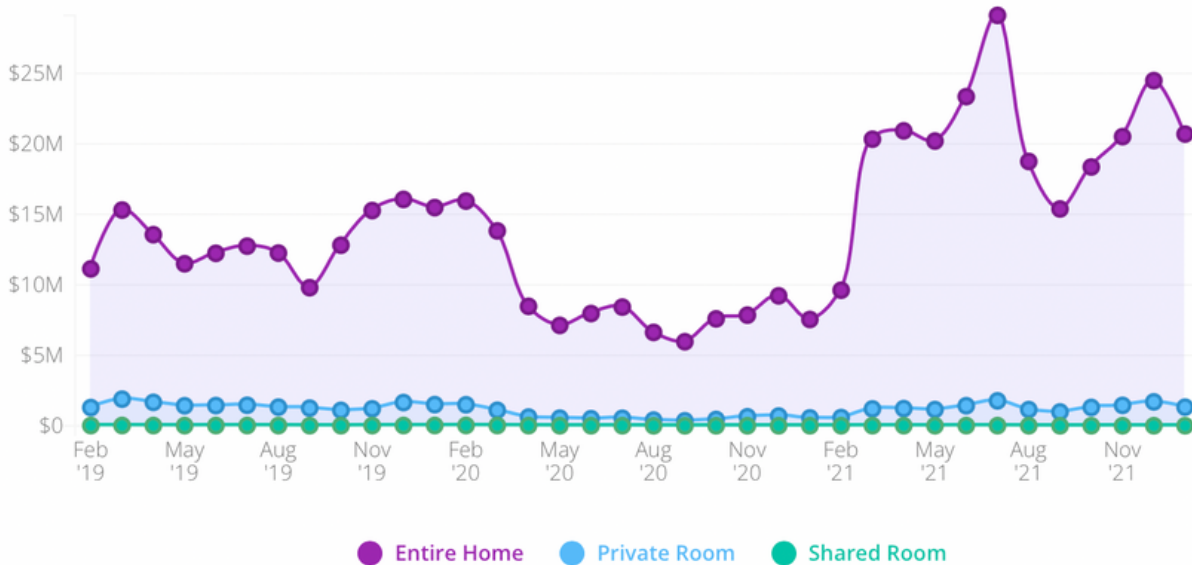
ORLANDO REVENUE PERFORMANCE

THIS CHART SHOWS THE TOTAL REVENUE PERFORMANCE FOR THE MARKET BY MONTH.

- THIS CHART SHOWS THAT BOOKED RENTAL REVENUE PERFORMANCE HAS GROWN THROUGH 2021. GIVEN THAT THERE HAS BEEN SUPPLY INCREASE IN THE MARKET THIS IS BOTH EXPECTED AND ENCOURAGING BECAUSE IT DEMONSTRATES THAT THE MARKET CAN ABSORB NEW SUPPLY AND THAT PEOPLE ARE ACTUALLY PAYING FOR IT.

Historical Market Revenue

8532 Active Listings






MARKET PERFORMANCE

ORLANDO NEIGHBORHOOD PERFORMANCE

ACCORDING TO A 2018 MASHVISOR REPORT, THE BEST NEIGHBORHOODS FOR AIRBNB INVESTING IN ORLANDO ARE:

- PARK CENTRAL 32829
- WINDHOVER 32819
- KIRKMAN SOUTH 32835
- METRO WEST 32825
- BALDWIN PARK 32814

THIS IS A BREAKDOWN OF REVENUE PERFORMANCE FOR THE PAST 30 DAYS BY NEIGHBORHOOD IN ORLANDO, RANKED HIGHEST TO LOWEST. WINDHOVER APPEARS IN THE TOP 3 BUT HAS CONSIDERABLY LOWER RATES AND REVENUE THAN THE TOP LOCATION, WHICH IS THE LAKE BUENA VISTA AREA (32830).

 	Listings	Daily Rate	Occupancy	Revenue 	Market Grade
Orlando	8,532	\$198	68%	\$2,488	81
32830	1,416	\$270	75%	\$4,106	79
32837	292	\$160	70%	\$2,823	87
 32819	2,809	\$209	65%	\$2,638	77
32833	16	\$200	71%	\$2,635	--
32836	598	\$204	63%	\$2,630	65
 32814	13	\$125	77%	\$2,448	--
32818	93	\$202	61%	\$2,423	56
32824	139	\$162	77%	\$2,400	84
32821	1,236	\$184	65%	\$2,221	84
32812	71	\$123	77%	\$2,200	86



MARKET PERFORMANCE

Market Grade



ORLANDO MARKET GRADE

AIRDNA RATES THE ORLANDO MARKET AT A-.

- EVERY CITY AND NEIGHBORHOOD ARE GIVEN A MARKET GRADE FROM A TO D TO INDICATE THE CURRENT PERFORMANCE OF THAT SHORT-TERM RENTAL MARKET AS COMPARED TO THE TOP MARKETS AROUND THE WORLD.
- THE GRADE IS CALCULATED BY LOOKING AT FIVE DIFFERENT METRICS: RENTAL DEMAND, REVENUE GROWTH, SEASONALITY, REGULATION, AND INVESTABILITY (IN US MARKETS).
- THE FACTORS WEIGHING HEAVIEST IN ORLANDO ARE SEASONALITY, REGULATION AND INEVITABILITY.
- AS NOTED ABOVE, REVENUE GROWTH APPEARS TO BE STRONG, ESPECIALLY DURING HIGH-SEASO. THIS IS LIKELY DUE TO THE PENT UP DEMAND IN TRAVEL FROM THE PAST COUPLE OF YEARS AND SHUOLD BE EXPECTED TO FLATTEN OVER THE COMING YEARS.
- SEASONALITY IS ALSO GOING TO BE A MAJOR FACTOR. MARKETS WITH MORE STABLE TRAVEL THROUGHOUT THE YEAR ARE TYPICALLY ABLE TO GROW THEIR RATE MORE CONSISTENTLY.
- ALL THREE WILL HAVE AN IMPACT IN THE INVESTABILITY SCORE.





DEVELOPMENT SITE

**FOR THE PURPOSE OF ANALYSIS, WE
TYPICALLY CHOOSE THE TOP PERFORMING ZIP
CODE IN THE MARKET BASED ON THE
INFORMATION ABOVE.**

**WE COULD NOT FIND LAND AVAILABLE FOR
SALE THAT MET OUR SEARCH CRITERIA IN THE
TOP THREE ZIP CODES, THEREFORE WE CHOSE
A LOT FOR SALE IN THE WEDGEFIELD AREA,
32833 (#4).**

**PROPERTY PERFORMANCE SHOULD BE
EXPECTED TO DIFFER IF DEVELOPMENT IS
PURSUED IN ANOTHER ZIP CODE IN THE CITY.**



DEVELOPMENT SITE

PROPOSED DEVELOPMENT SITE

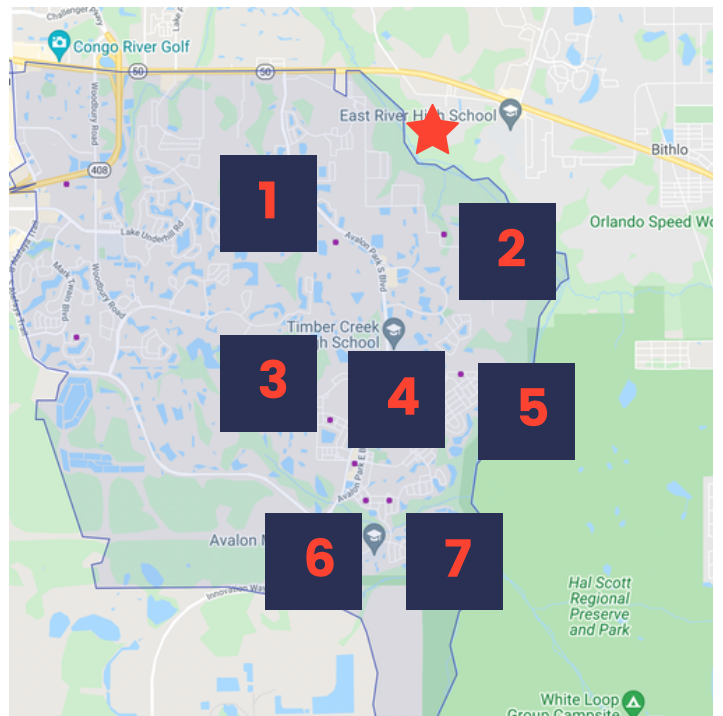
848 HAMILTON DR, ORLANDO, FL 32833
4.76 ACRES. \$350,000

AVAILABLE FOR SALE ALMOST 5 ACRES LOCATED IN SEAWARD PLANTATION ESTS SUBDIVISION. THIS PROPERTY IS ZONING A-2/FARMLAND RURAL MEANS YOU CAN PUT 2 HOMES AND CREATE YOUR OWN FARM ON IT. THE ECONLOCKHATCHEE RIVER RUNS THROUGH THE VERY BACK OF THE PROPERTY. CONVENIENT TO SR-50/COLONIAL DR. & SR-419/CHULUOTA RD., EAST RIVER HIGH, WATERFORD LAKES TOWN CENTER, UCF, RESEARCH PARK, ABOUT 30 MINUTES DRIVE TO DOWNTOWN ORLANDO,



THERE ARE 6 VACATION RENTAL PROPERTIES IN RELATIVE PROXIMITY TO THE PROPOSED DEVELOPMENT SITE.

- 3 BED, 2.5 BATH
 - \$347 AVG RATE, 51% OCC
- 1 BED, 1 BATH
 - \$119 AVG RATE, 53% OCC
- 5 BED, 4 BATH
 - \$301 AVG RATE, 82% OCC
- 1 BED, 1 BATH
 - \$87 AVG RATE, 76% OCC
- 1 BED, 1 BATH
 - \$83 AVG RATE, 70% OCC
- 1 BED, 1 BATH
 - \$83 AVG RATE, 41% OCC
- 1 BED, 1 BATH
 - \$86 AVG RATE, 82% OCC



PROPERTY REVIEW

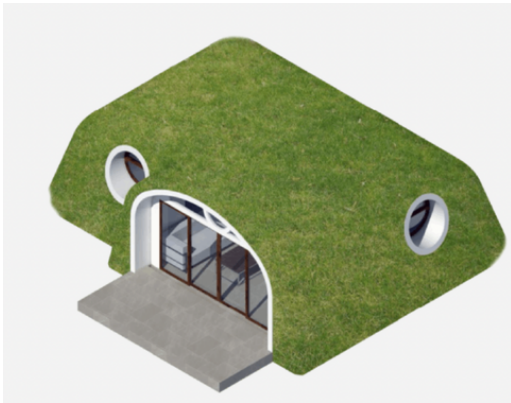


COCONUT

484.37 SQ FT

1 BEDROOM, 1 BATHROOM

ANALYZED AT 2 GUEST CAPACITY



Annual Revenue ⓘ

\$16.4K

Average Daily Rate ⓘ

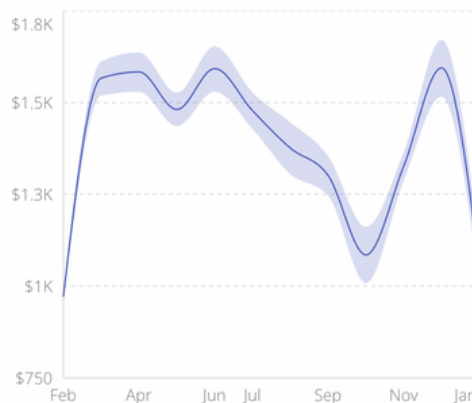
\$70

Occupancy Rate ⓘ

64%

Seasonal Revenue Forecast ⓘ

Revenue range: \$15.8K - \$17.1K



PROPERTY REVIEW

COMPARABLE PROPERTIES



1 bed · 1 bath · 2 guests

Private studio; big outdoor space

\$8K Revenue	\$19K Revenue Potential
146 Days Available	67% Occupancy
	\$81 ADR



1 bed · 1 bath · 2 guests

Dream Travelers Yurt at Kali Sanctuary

\$4K Revenue	\$5K Revenue Potential
311 Days Available	27% Occupancy
	\$48 ADR



1 bed · 1 bath · 3 guests

Bohemian Inspired Gem 1 Bedroom Apartment/Studio

\$12.2K Revenue	\$21.8K Revenue Potential
184 Days Available	75% Occupancy
	\$88 ADR



1 bed · 1 bath · 3 guests

Wild Garden Yurt at The Powerland

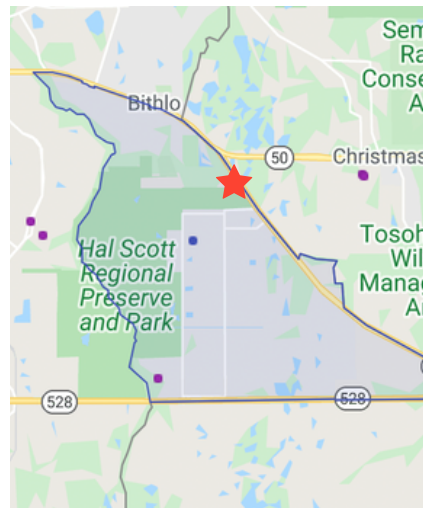
\$10.3K Revenue	\$11.6K Revenue Potential
315 Days Available	63% Occupancy
	\$52 ADR



1 bed · 1 bath · 4 guests

Best place to stay

\$16.6K Revenue	\$24.3K Revenue Potential
236 Days Available	82% Occupancy
	\$86 ADR



PROPERTY REVIEW

LYCHEE

1001 SQ FT (TOTAL)

500.5 SQ FT (EACH)

1 BEDROOM, 1 BATHROOM EACH
ANALYZED AT 4 GUEST CAPACITY

IF RENTED AS A 1 BED, 1 BATH, WE CAN EXPECT THE SIMILAR PERFORMANCE AS COCONUT.



RENTED AS **2 BED, 2 BATH**, YIELDS 14% HIGHER RATE, SLIGHTLY LOWER OCCUPANCY (2 POINTS) AND 11.6% HIGHER OVERALL REVENUE COMPARED TO COCONUT:

Annual Revenue ⓘ

\$18.3K

Average Daily Rate ⓘ

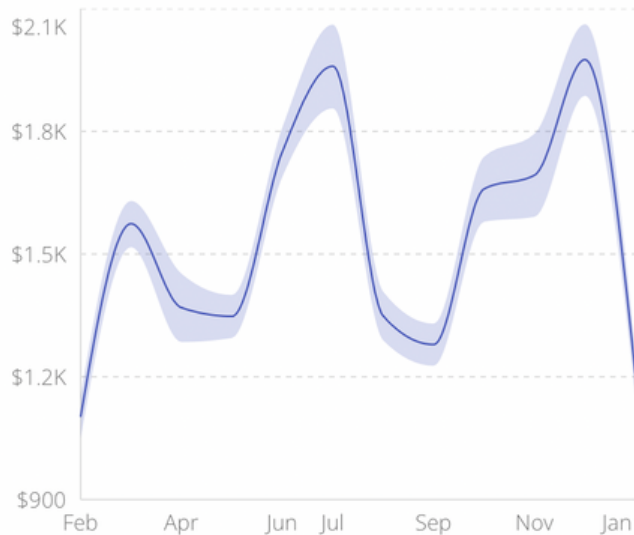
\$80

Occupancy Rate ⓘ

63%

Seasonal Revenue Forecast ⓘ

Revenue range: \$17.4K - \$19.1K



PROPERTY REVIEW

COMPARABLE PROPERTIES



2 beds · 1 bath · 2 guests

Clear Landing Retreat/Cabin in the Forest

\$17.3K
Revenue

258
Days Available

\$22.2K
Revenue Potential

64%
Occupancy

\$104
ADR



1 bed · 1 bath · 4 guests

Best place to stay

\$16.6K
Revenue

236
Days Available

\$24.3K
Revenue Potential

82%
Occupancy

\$86
ADR



1 bed · 1 bath · 3 guests

Bohemian Inspired Gem 1 Bedroom Apartment/Studio

\$12.2K
Revenue

184
Days Available

\$21.8K
Revenue Potential

75%
Occupancy

\$88
ADR



1 bed · 1 bath · 3 guests

Wild Garden Yurt at The Powerland

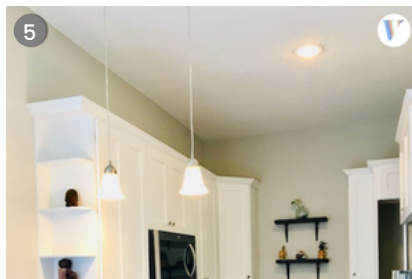
\$10.3K
Revenue

315
Days Available

\$11.6K
Revenue Potential

63%
Occupancy

\$52
ADR



1 bed · 1 bath · 2 guests

Private studio; big outdoor space

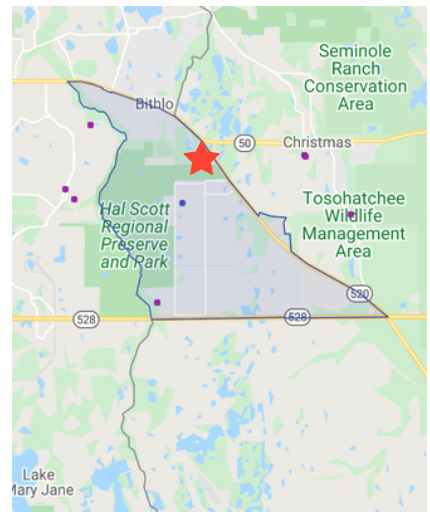
\$8K
Revenue

146
Days Available

\$19K
Revenue Potential

67%
Occupancy

\$81
ADR



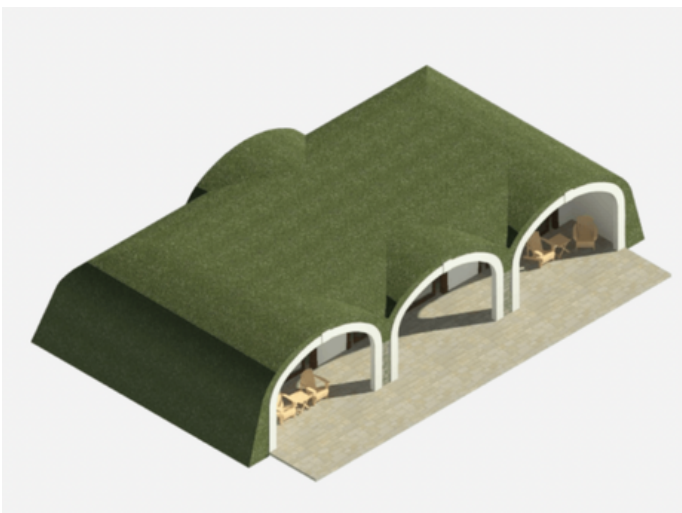
PROPERTY REVIEW

MANGO II

1345.49 SQ FT

2 BEDROOM, 2 BATHROOM EACH
ANALYZED AT 4 GUEST CAPACITY

IF RENTED AS A 2 BED, 2 BATH, SLEEPING 4, WE CAN EXPECT SIMILAR PERFORMANCE AS LYCHEE.



RENTED AS **2 BED, 2 BATH, SLEEPING 6** YIELDS NO EXPECTED CHANGE IN REVENUE, RATE OR OCCUPANCY.

Annual Revenue ⓘ

\$18.3K

Average Daily Rate ⓘ

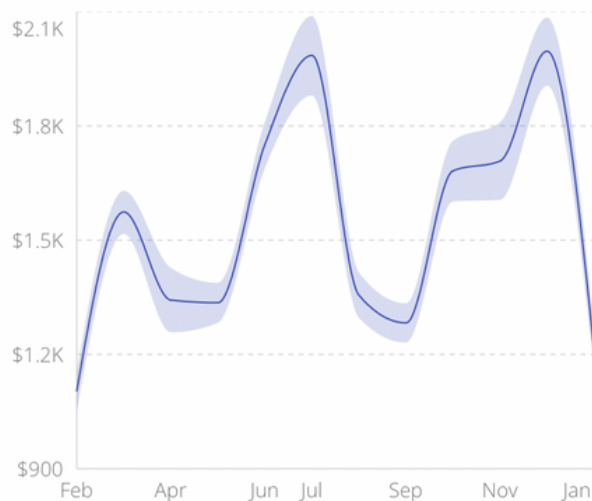
\$81

Occupancy Rate ⓘ

62%

Seasonal Revenue Forecast ⓘ

Revenue range: \$17.5K - \$19.2K



PROPERTY REVIEW

COMPARABLE PROPERTIES



2 beds · 1 bath · 2 guests

Clear Landing Retreat/Cabin in the Forest

\$17.3K
Revenue

\$22.2K
Revenue Potential

258
Days Available

64%
Occupancy

\$104
ADR



3 beds · 1 bath · 6 guests

3 bedroom House in a quiet Neighborhood

\$16.8K
Revenue

\$22.2K
Revenue Potential

268
Days Available

57%
Occupancy

\$110
ADR



1 bed · 1 bath · 4 guests

Best place to stay

\$16.6K
Revenue

\$24.3K
Revenue Potential

236
Days Available

82%
Occupancy

\$86
ADR



1 bed · 1 bath · 3 guests

Bohemian Inspired Gem 1 Bedroom Apartment/Studio

\$12.2K
Revenue

\$21.8K
Revenue Potential

184
Days Available

75%
Occupancy

\$88
ADR



1 bed · 1 bath · 3 guests

Wild Garden Yurt at The Powerland

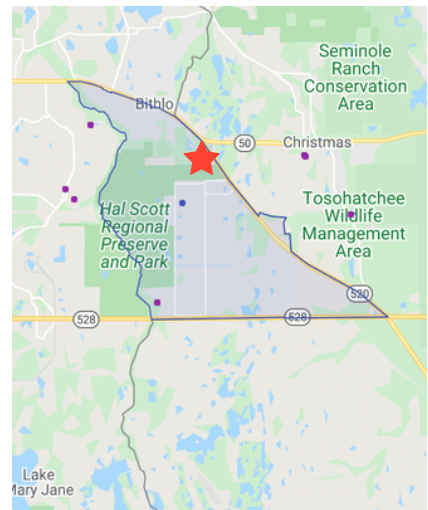
\$10.3K
Revenue

\$11.6K
Revenue Potential

315
Days Available

63%
Occupancy

\$52
ADR



PROPERTY REVIEW

ASHER

1453.13 SQ FT
3 BEDROOM, 2 BATHROOM EACH
ANALYZED AT 6 GUEST CAPACITY



Annual Revenue ⓘ

\$107.4K

Average Daily Rate ⓘ

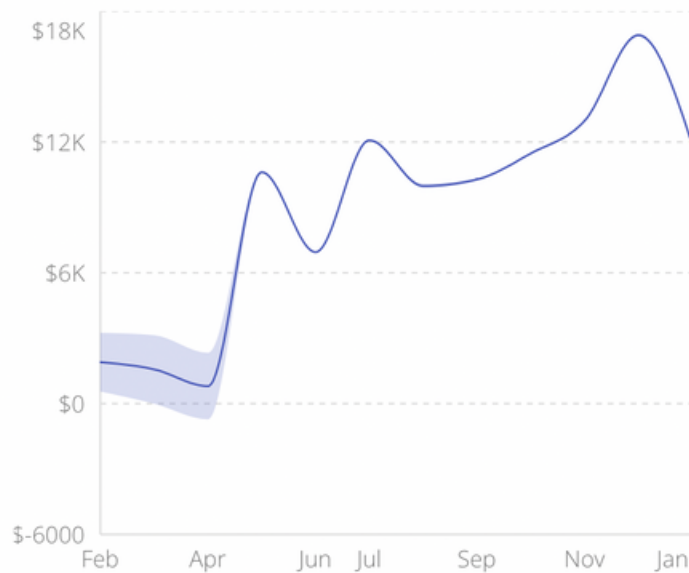
\$372

Occupancy Rate ⓘ

79%

Seasonal Revenue Forecast ⓘ

Revenue range: \$102.4K - \$112.4K



PROPERTY REVIEW

COMPARABLE PROPERTIES



3 beds · 1 bath · 6 guests

3 bedroom House in a quiet Neighborhood

\$16.8K Revenue	\$22.2K Revenue Potential	
268 Days Available	57% Occupancy	\$110 ADR



2 beds · 1 bath · 2 guests

Clear Landing Retreat/Cabin in the Forest

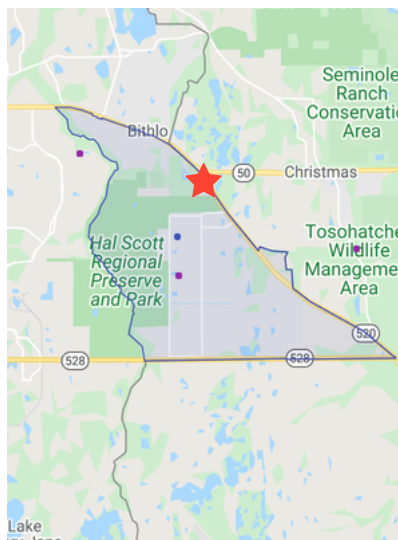
\$17.3K Revenue	\$22.2K Revenue Potential	
258 Days Available	64% Occupancy	\$104 ADR



4 beds · 4 baths · 10 guests

4B/4B Lake Front Estate, Pool, Theater, Jet Tubs on 2 Acres

\$168.8K Revenue	\$238.5K Revenue Potential	
251 Days Available	83% Occupancy	\$807 ADR



PROPERTY REVIEW

REED

1991.32 SQ FT
3 BEDROOM, 2 BATHROOM EACH
ANALYZED AT 6 GUEST CAPACITY

IF RENTED AS A 3 BED, 2 BATH, SLEEPING 6, WE CAN EXPECT SIMILAR PERFORMANCE AS ASHER.



RENTED AS **3 BED, 2 BATH, SLEEPING 8** YIELDS NO MATERIAL CHANGE IN REVENUE, RATE OR OCCUPANCY.

Annual Revenue ⓘ

\$110.1K

Average Daily Rate ⓘ

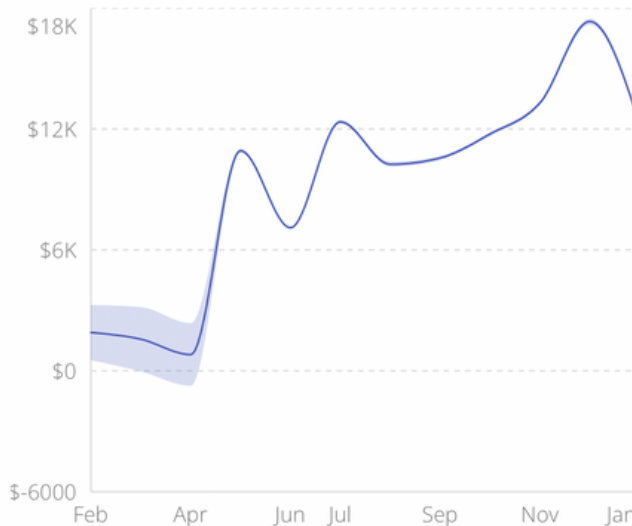
\$380

Occupancy Rate ⓘ

79%

Seasonal Revenue Forecast ⓘ

Revenue range: \$104.6K - \$115.6K



PROPERTY REVIEW

SAMAN

2895.49 SQ FT

3 BEDROOM, 3 BATHROOM

ANALYZED AT 6 GUEST CAPACITY

*NOTE: WE CANNOT ACCOUNT FOR HOW POOL WILL AFFECT RESULTS.

IF RENTED AS A 3 BED, 3 BATH, SLEEPING 6, WE CAN EXPECT SIMILAR PERFORMANCE AS REED.



RENTED AS 3 **BED, 3 BATH, SLEEPING 8** YEILDS MINIMAL CHANGE IN REVENUE, RATE OR OCCUPANCY.

Annual Revenue ⓘ

\$111.2K

Average Daily Rate ⓘ

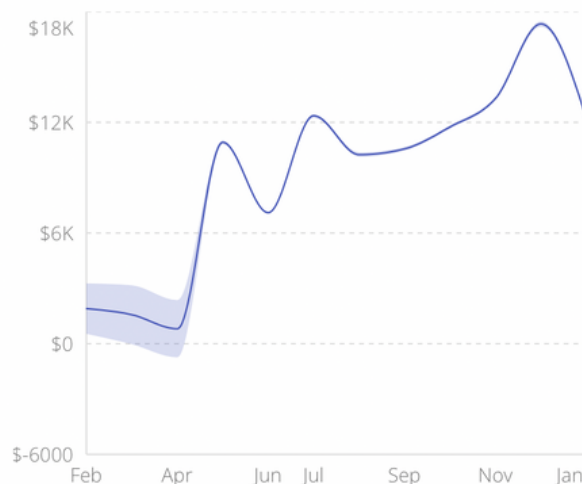
\$384

Occupancy Rate ⓘ

79%

Seasonal Revenue Forecast ⓘ

Revenue range: \$104.6K - \$115.6K



PROPERTY REVIEW

EARTHSHIP

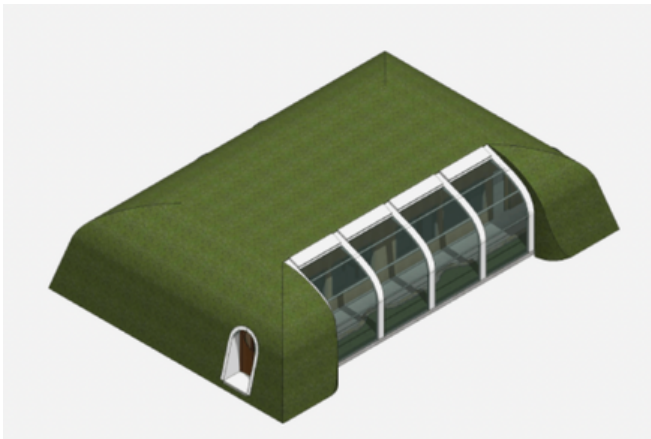
1501.56 SQ FT

2 BEDROOM, 2 BATHROOM

ANALYZED AT 4 GUEST CAPACITY

*NOTE: WE CANNOT ACCOUNT FOR UNIQUENESS OF UNIT WILL AFFECT RESULTS.

IF RENTED AS A 2 BED, 2 BATH, SLEEPING 4, WE CAN EXPECT SIMILAR PERFORMANCE AS LYCHEE.



RENTED AS **2 BED, 2 BATH, SLEEPING 6** YIELDS NO EXPECTED CHANGE IN REVENUE, RATE OR OCCUPANCY COMPARED TO MANGO II.

Annual Revenue ⓘ

\$18.3K

Average Daily Rate ⓘ

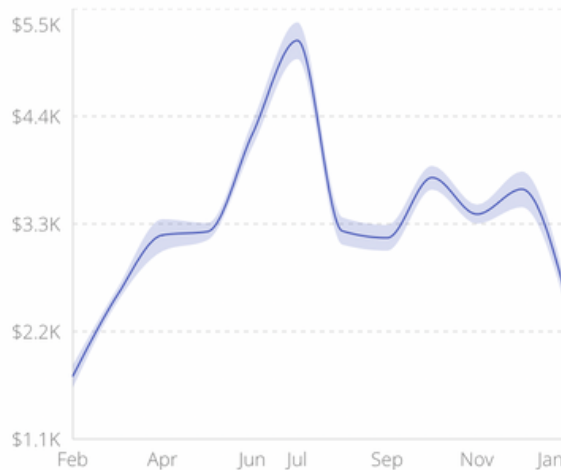
\$81

Occupancy Rate ⓘ

62%

Seasonal Revenue Forecast ⓘ

Revenue range: \$38.3K - \$41.4K



PROPERTY REVIEW

EARTHSHIP II

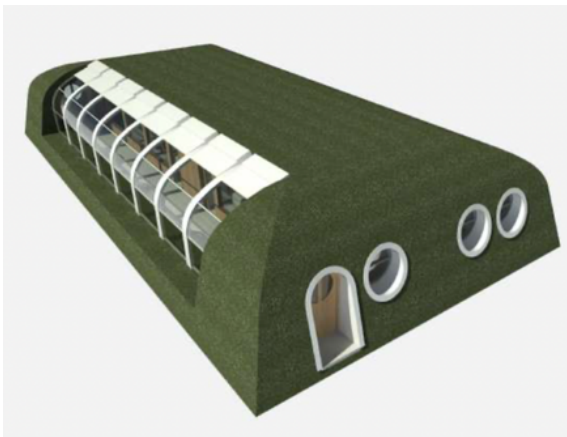
2152.78 SQ FT

3 BEDROOM, 3 BATHROOM

ANALYZED AT 6 GUEST CAPACITY

*NOTE: WE CANNOT ACCOUNT FOR UNIQUENESS OF UNIT WILL AFFECT RESULTS.

IF RENTED AS A 3 BED, 3 BATH, SLEEPING 6, WE CAN EXPECT SIMILAR PERFORMANCE AS REED.



RENTED AS **3 BED, 3 BATH, SLEEPING 8** YIELDS NO EXPECTED CHANGE IN REVENUE, RATE OR OCCUPANCY COMPARED TO SAMAN.

Annual Revenue ⓘ

\$111.2K

Average Daily Rate ⓘ

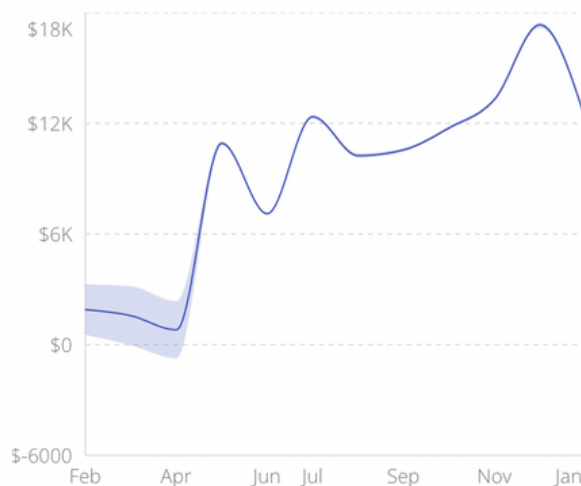
\$384

Occupancy Rate ⓘ

79%

Seasonal Revenue Forecast ⓘ

Revenue range: \$104.6K - \$115.6K



PROPERTY REVIEW

BUNGALOWS

880 SQ FT (TOTAL)

~220 SQ FT (EACH)

STUDIO, 1 BATHROOM, NO KITCHEN
ANALYZED AT 2 GUEST CAPACITY

*THESE PROJECTIONS ARE FOR EACH UNIT IN THE BUNGALOW.

*NOTE: WE CANNOT ACCOUNT FOR IF AND HOW THE LACK OF KITCHEN WILL AFFECT RESULTS.



Annual Revenue ⓘ

\$12.2K

Average Daily Rate ⓘ

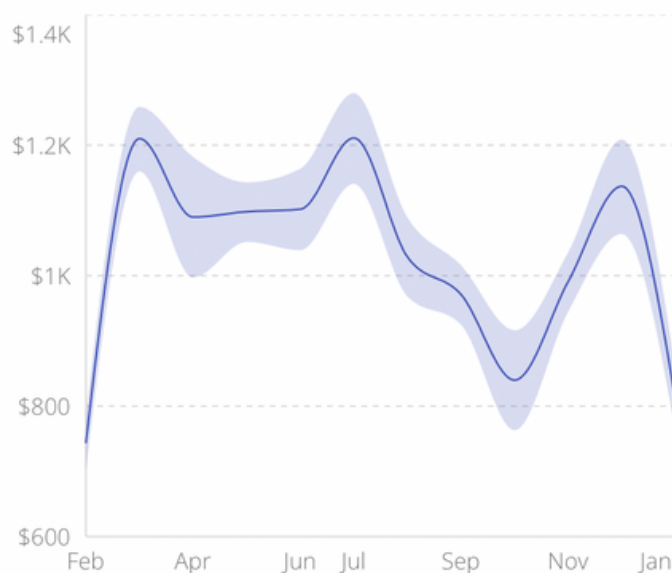
\$54

Occupancy Rate ⓘ

62%

Seasonal Revenue Forecast ⓘ

Revenue range: \$11.5K - \$12.9K



PROPERTY REVIEW

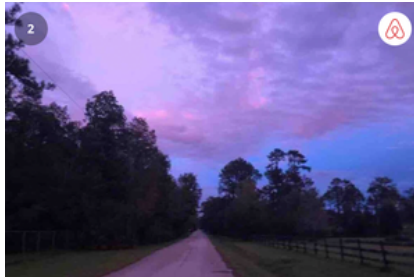
COMPARABLE PROPERTIES



studio · 1 bath · 3 guests

The Powerland CampLOUNGE

\$1.3K Revenue	\$1.4K Revenue Potential
338 Days Available	26% Occupancy
	\$15 ADR



studio · 1 bath · 4 guests

LinkWest Camp at Powerland

\$1.1K Revenue	\$1.1K Revenue Potential
330 Days Available	25% Occupancy
	\$13 ADR



1 bed · 1 bath · 2 guests

Private studio; big outdoor space

\$8K Revenue	\$19K Revenue Potential
146 Days Available	67% Occupancy
	\$81 ADR



1 bed · 1 bath · 2 guests

Dream Travelers Yurt at Kali Sanctuary

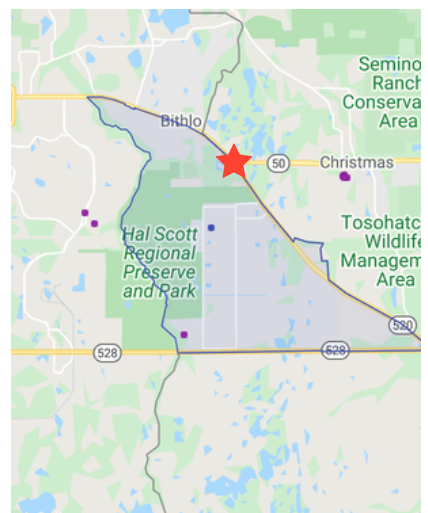
\$4K Revenue	\$5K Revenue Potential
311 Days Available	27% Occupancy
	\$48 ADR



1 bed · 1 bath · 3 guests

Bohemian Inspired Gem 1 Bedroom Apartment/Studio

\$12.2K Revenue	\$21.8K Revenue Potential
184 Days Available	75% Occupancy
	\$88 ADR



RECOMMENDATIONS

VACATION RENTALS

- THERE IS A VERY CLEAR BENEFIT TO FOCUSING ON 3 BEDROOM / 3 BATHROOM, SLEEPING 6+ GUESTS.
- THE EXPECTED PERFORMANCE VALUES PER AIRDNA ARE VERY LIKELY TO BE LOW FOR THIS PROJECT. WHILE SEASONALITY WILL AFFECT THE ENTIRE MARKET, THE WORTHYDOMES DEVELOPMENT SHOULD BE ABLE TO BE A MARKET LEADER IN PRICING, ASSUMING THE PROPERTIES ARE FITTED WITH HIGH QUALITY FURNITURE, FIXTURES AND EQUIPMENT, AND THE SERVICE IS BEST IN CLASS.
- A REVENUE MANAGEMENT TOOL WILL GIVE VALUABLE INSIGHT IN TO WHAT TO CHARGE WHEN AND WILL ALLOW YOU TO DRIVE A HIGHER RATE COMPARED TO WHAT THE MARKET IS CHARGING.
- CREATE A WEBSITE THAT ALLOWS FOR DIRECT BOOKINGS EACH UNIT ON AN HOURLY OR NIGHTLY BASIS. THIS WILL MAKE EACH BOOKING MORE PROFITABLE BECAUSE YOU DON'T HAVE TO PAY THE COMMISSION TO AIRBNB / VRBO.
- CONSIDER HIRING A VACATION RENTAL PROPERTY MANAGEMENT COMPANY TO MANAGE LISTINGS, GUESTS AND THE DAY-TO-DAY OPERATION TO GIVE THE STRUCTURE AND EXPERTISE TO OUTPERFORM THE MARKET.





Recreation

VACATION RENTALS

OWNERS GUIDE

JOIN THE RECREATION VACATION RENTALS FAMILY

LUXURY HOTEL MANAGEMENT MEETS VACATION RENTALS

recreationstays.com





We're a Seattle-based, full-service vacation rental management company built on a foundation of luxury hotel operations. We're leveling up the industry by bringing the tools and practices of the best-run hotels in the world to change what owners and guests can expect from a vacation rental.

We operate high-quality accommodations for travelers looking to experience more than just a place to sleep. Recreation's mission is to provide outstanding experiences through the unique elements of each destination.

background



our services

Some of the services we provide include:

- Owner Dashboard
- Detailed Revenue Reporting
- Marketing & Listing Management
- Channel Management
- Centralized Reservation System
- Professional Revenue Management
- Automated Guest Screening
- Automated Front Desk w/ Remote Access Control & Code Generation
- Real-Time Unit Monitoring (Noise & Locks)
- 24/7 Guest Communication & Customer Service
- Guest Mobile App w/ Smart Access Connectivity
- Revenue Management & Dynamic Pricing
- Housekeeping & Maintenance Staffing, Coordination and Management
- Departure Inspections & Restocking
- Online Reputation Tracker
- Assistance with Claims & Damage Recovery
- Security Checks and Guest Verification
- ... and help with any obstacles that come up



our team



Adam Knight
Co-Founder & CEO

A hospitality veteran and operations expert. He brings 25 years experience across luxury hotel brands like Fairmont and St. Regis. He has lived and worked all over North America and the Caribbean. He loves the left brain/right brain dichotomy of the hospitality industry. One minute you're diving into a P&L, the next you're tasting the new seasonal menu in the restaurant. His passion lies in understanding how things work and making them better, be it small service experiences or large-scale project management.



Wil Slickers
Co-Founder & COO

Wil brings a new perspective to tourism, hospitality, and service. Wil lives by the concept of "Exceeding Expectations and Creating Destinations." While running his network of podcasts, he is also an advisor for other hospitality brands like a Treehouse/Glamping company based in California and much more!

Wil got his start by working for a Marriott Autograph Collection with over 700 rooms as a 4 Diamond property and even moved on to managing an all-suite hotel on the Oregon Coast before taking the leap into full-time self-employment and entrepreneurship.



Kayla Patrick
Head of Finance

Kayla has an extensive background in bookkeeping & accounting while also being very passionate about travel and creating great experiences. When Kayla isn't behind a screen and jumping into all of the numbers, you can find her out on a hike with her husband and dog, Sam & Duke! Kayla joined Recreation Rentals at the end of 2021 and has already brought tons of value to our growing business!





our fees

Our management fee is simple and straightforward. It is based on the gross nightly revenue your property earns.

We collect 25% of the top line revenue generated per reservation. We also collect the guest-paid cleaning fee which goes to the professional housekeeping team that will look after your property.

Additional expenses such as operating and guest supplies are billed to the property and can generally be forecasted at ~\$1500/yr.

Payouts are sent to homeowners on a monthly basis, including a detailed performance report.





next steps

Managing a vacation rental on your own isn't easy – but that's why we're here. We can earn you more from your home while looking after all the details.

There are several benefits of short-term rentals. We can help you take advantage of:

- Increasing your property's net revenues
- Earning higher passive income
- Diversifying your portfolio's exposure
- Obtaining a higher cash-yield than in the long-term market
- Paying down your future retirement property
- Finding more properties to replicate your success and build a new business!

We're here to help you from day one to coordinate absolutely everything to launch your listing and start rolling rental revenue into your account.

Whether you're considering acquiring your first property or if you're transitioning an existing property to a short-term rental, we look forward to welcoming you to the Recreation family!

Warm Regards,

Adam Knight & Wil Slickers

Co-Founders

www.recreationstays.com/contact

